GREENCARS

STEP-BY-STEP INSTRUCTIONS

# Trees for Test Drives Activation

Help Us Plant 100,000 Trees In 2022!

With the Arbor Day Foundation and your store's continued support, we expect to plant 100,000 longleaf pine trees across the Eglin Air Force Base in the Florida Panhandle. Through our collective efforts to promote electric, hybrid and fuel-efficient vehicles, we will also help restore this biodiverse forest for generations to come. Here's how it works:

## How It Works

- Let customers know that GreenCars is planting trees for all green vehicle test drives
- GreenCars will plant one tree for each test drive in EVs, Hybrids, Fuel Cell, 40+ MPG
- Scan the GreenCars QR code, or visit www.greencars.com/trees-for-test-drives
- Complete and submit form are required to track how many trees we need to plant
- Trees will be planted through GreenCars' partnership with the Arbor Day Foundation
- This campaign will run from April 22nd through December 31st, 2022

## 1 Make Store Announcement

- Brief your sales staff about the campaign and QR code
- Encourage your entire store's involvement by speaking about it with customers

## 2 Install Hang Tags in Vehicles

- Identify all qualified GreenCars at your store
  - (Electric Cars, Hybrids, Fuel Cell, and 40+mpg Traditional Vehicles)
- Install one GreenCars hang tag inside each vehicle using the rearview mirror
  - If you need more, just let us know! info@greencars.com

## 3 Place Table Toppers

- Build the first table topper following the fold lines. Then, build the remaining.
  - We recommend using clear tape to hold the bottom pieces together
- Place the table toppers in common areas as desired

## 4 Post on Social Media

- Post on each social media channel using the hashtag: **#TreesForTestDrives**
- Make sure to tag **@GreenCarsHQ** and feel free to use the templates provided
  - Templates: www.greencars.com/store-resources

***Together, we can drive change!***